GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:5884
ANSWERED ON:10.04.2017
Setting up of Tourist Centres
Choubey Shri Ashwini Kumar;Pandey Shri Ravindra Kumar

Will the Minister of TOURISM be pleased to state:

(a) whether the Government proposes to set up tourist centres/offices in different States of the country as well as in different countries of the world;
(b) if so, the details thereof, country-wise and State-wise;
(c) the details of the role played by these tourist offices in various countries; and
(d) the details of funds allotted per office per year?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) & (b): Presently there is no such proposal under consideration of the Ministry of Tourism.

(c) & (d): The Ministry of Tourism, Government of India, through its 14 offices overseas endeavours to position India in the tourism generating markets as a preferred tourist destination, to promote various Indian tourism products and to increase India's share in the global tourism market.

The above objectives are met through an integrated marketing and promotional strategy and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions. The specific elements of promotional efforts undertaken overseas include advertising in the Print, Electronic, Online and Outdoor Media, participation in international Fairs & Exhibitions, organizing Seminars, Workshops, Road Shows & India Evenings, printing/production of Brochures and Collaterals, Brochure Support/Joint Advertising with Travel Agents/Tour Operators, inviting the Media and Travel Trade to visit the country under the Hospitality Programme, etc.

The details of funds allocated to India Tourism Offices overseas under the 'Restructured Scheme of Overseas Promotion & Publicity including Marketing Development Assistance' during the Financial Year 2015-16 and 2016-17 is annexed.

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